



18334 U.S. PTO

MAIL STOP PATENT
APPLICATION

22386 U.S. PTO
10/805870



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No. MSFT121736

TRANSMITTAL LETTER

Seattle, Washington 98101

March 22, 2004

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith for filing by Express Mail is the complete patent application of Eric B. Watson of Redmond, Washington; and Kenneth A. Moss of Mercer Island, Washington, entitled **SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD**, executed on February 3, 2004. This application claims the benefit of U.S. Provisional Application No. 60/535,353, filed January 9, 2004.

- X 1. An application for patent consisting of 23 pages of specification, including the claims and Abstract of the Disclosure, and 8 sheets of drawings is attached.
- X 2. A Declaration and Power of Attorney is attached.
- X 3. An Assignment of the invention to **Microsoft Corporation** is enclosed, together with a Recordation Cover Sheet in accordance with 37 C.F.R. § 3.31 and our check including the amount of \$40.00 to cover the recordation fee. Please record this Assignment in accordance with 37 C.F.R. § 3.11.

COMPUTATION OF FEE

	Number Filed		Number Extra		Rate	
Basic Fee						770
Total Claims	30 - 20	=	10	x	18	= 180
Independent Claims	3 - 3	=	0	x	86	= 0
Assignment Recordation				+	40	40
TOTAL						990

- X 4. Our Check No. 154422 in the amount of \$990.00 to cover the total fee as computed above is enclosed.
- X 5. The Commissioner is hereby authorized to charge any fees under 37 C.F.R. §§ 1.16, 1.17 and 1.18 which may be required during the entire pendency of the application, or credit any overpayment, to Deposit Account No. 03-1740. This authorization also hereby includes a request for any extensions of time of the appropriate length required upon the filing of any reply during the entire prosecution of this application. A copy of this transmittal letter is enclosed.

The PTO did not receive the following
listed item(s) 2nd of Oath or Declaration

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{LLC}
1420 Fifth Avenue
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Seattle, Washington 98101
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- X 6. A filing date in accordance with 37 C.F.R. § 1.10 is requested. The Express Mail Certificate appears below.

Please address all further correspondence to:

Customer No. 26389

CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{PLLC}
1420 Fifth Avenue, Suite 2800
Seattle, WA 98101

Respectfully submitted,

CHRISTENSEN O'CONNOR
JOHNSON KINDNESS^{PLLC}

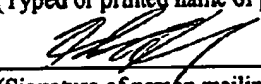


Donna J. Coningsby
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EXPRESS MAIL CERTIFICATE

Express Mail No.: EL 974 021 722 US
Date of Deposit: March 22, 2004

I hereby certify that this document and the enclosures listed therein are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Gregg Peria-Hansen
(Typed or printed name of person mailing paper or fee)

(Signature of person mailing paper or fee)

DJC:mgp